



Station Order Revised Heinrich for Senate 2012

Market: Albuquerque

Estimate ID

Flight Dates: Monday, September 03, 2012 to Sunday, September 09, 2012

11716

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com, marilyn.painter@krqe.co

Fax: 505-944-0259

Direct: 505-998-9530

KASA-TV

| Program Name | DP | Days | Length | Gross Rate | Mon Sep 03 | Tue Sep 04 | Wed Sep 05 | Thu Sep 06 | Fri Sep 07 | Sat Sep 08 | Sun Sep 09 | Total |
|--|----|------|--------|---------------------------------|------------|------------|------------|------------|------------|------------|------------|-------|
| People's Court 1:00 PM 2:00 PM | DT | M-F | 30 | \$30.00 \$60.00 | 5 | | 1 | | 1 | | | 2 |
| People's Court 3:00 PM 4:00 PM | EF | M-F | 30 | \$50.00 \$250.00 | 5 | 1 | 1 | 1 | 1 | | | 5 |
| Funny Videos 4:00 PM 5:00 PM | EF | M-F | 30 | \$50.00 \$250.00 | 5 | 1 | 1 | 1 | 1 | | | 5 |
| Extra 5:00 PM 5:30 PM | EF | M-F | 30 | \$100.00 \$500.00 | 5 | 1 | 1 | 1 | 1 | | | 5 |
| TMZ 5:30 PM 6:00 PM | EF | M-F | 30 | \$150.00 \$300.00 | 5 | | 1 | 1 | | | | 2 |
| 30 Rock 6:30 PM 7:00 PM | PA | M-F | 30 | \$200.00 \$1,000.00 | 4 | 1 | 1 | 1 | 1 | | | 5 |
| Hotel Hell 7:00 PM 8:00 PM | PT | M | 30 | \$700.00 \$700.00 | 5 | 1 | | | | | | 1 |
| Hotel Hell 8:00 PM 9:00 PM | PT | M | 30 | \$700.00 \$700.00 | 5 | 1 | | | | | | 1 |
| Masterchef 8:00 PM 9:00 PM | PT | Tu | 30 | \$1,200.00 \$1,200.00 | 3 | | 1 | | | | | 1 |
| Sold out at LUR per KASA. Move to L3 to clear. | | | | | | | | | | | | |
| You Can Dance 7:00 PM 9:00 PM | PT | W | 30 | \$1,200.00 \$1,200.00 | 3 | | 1 | | | | | 1 |
| Sold out at LUR per KASA. Move to L3 to clear. | | | | | | | | | | | | |
| Hope/New Girl 7:00 PM 8:00 PM | PT | Th | 30 | \$700.00 \$700.00 | 5 | | | 1 | | | | 1 |
| Bones 8:00 PM 9:00 PM | PT | F | 30 | \$500.00 \$500.00 | 3 | | | | 1 | | | 1 |

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/29/2012 10:41:05 AM

KASA-TV

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suzannel@mediastrategies.com



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KASA-TV

| Program Name | DP | Days Length | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|---|----|----------------|-------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | | | Sep 03 | Sep 04 | Sep 05 | Sep 06 | Sep 07 | Sep 08 | Sep 09 | |
| KASA 9p News 9:00 PM 9:30 PM | LN | M-F 30 | \$400.00 \$2,000.00 | 5 1 | 1 | 1 | 1 | 1 | | | 5 |
| KASA 9:30p News 9:30 PM 10:00 PM | LN | M-F 30 | \$300.00 \$1,500.00 | 5 1 | 1 | 1 | 1 | 1 | | | 5 |
| Saturday 9p News 9:00 PM 9:30 PM | LN | Sa 30 | \$275.00 \$275.00 | | | | | | 1 | | 1 |
| Saturday 9:30p News 9:30 PM 10:00 PM | LN | Sa 30 | \$250.00 \$250.00 | | | | | | 1 | | 1 |
| Sunday 9:30p News 9:30 PM 10:00 PM | LN | Su 30 | \$275.00 \$275.00 | | | | | | | 1 | 1 |
| Station Gross Totals | | | \$11,660.00 | 8 | 8 | 8 | 8 | 8 | 2 | 1 | 43 |

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

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Date/Time Sent: 8/29/2012 10:41:05 AM

KASA-TV

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|--|---------------------------|
| Station and Location: KASA-TV Albuquerque | Date: 8/29/2012 |
|--|---------------------------|

I, Media Strategies and Research,
 being/on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|----------------------------|----------------------------------|------|----------------------------|----------------|-----------------|
| SEE ATTACHED SCHEDULE | | | | | |
| Date of First Broadcast: | | | Date of Last Broadcast: | | |
| Monday, September 03, 2012 | | | Sunday, September 09, 2012 | | |
| | | | | | |

Total Charges: \$11,660.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, August 29, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 09/03/12-09/09/12

09/03/12

| Order | Alt Order # | Estimate | Date | Length | Priority | Air Time | Product | Ad-ID | Rate |
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|

Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|--|--|--|---------|
| 202477 | 11716 | 09/07/12 | :30 | P5 | 1:20:21 PM 9/3-9/9 | | | | \$30.00 |
| 202477 | 11716 | 09/05/12 | :30 | P5 | 1:51:05 PM 9/3-9/9 | | | | \$30.00 |

\$60.00

\$60.00

Line: 2

Time Period: 3p-4p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|----------|--|--|---------|
| 202477 | 11716 | 09/03/12 | :30 | P5 | 3:09:44 PM 9/3-9/9 | MHTV1202 | | | \$50.00 |
| 202477 | 11716 | 09/04/12 | :30 | P5 | 3:38:46 PM 9/3-9/9 | MHTV1202 | | | \$50.00 |
| 202477 | 11716 | 09/07/12 | :30 | P5 | 3:08:44 PM 9/3-9/9 | | | | \$50.00 |
| 202477 | 11716 | 09/06/12 | :30 | P5 | 3:48:50 PM 9/3-9/9 | | | | \$50.00 |
| 202477 | 11716 | 09/05/12 | :30 | P5 | 3:09:59 PM 9/3-9/9 | | | | \$50.00 |

\$250.00

\$250.00

Line: 3

Time Period: 4p-5p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|-----------|--|--|---------|
| 202477 | 11716 | 09/05/12 | :30 | P5 | 4:31:07 PM 9/3-9/9 | | | | \$50.00 |
| 202477 | 11716 | 09/07/12 | :30 | P5 | 4:30:17 PM 9/3-9/9 | | | | \$50.00 |
| 202477 | 11716 | 09/04/12 | :30 | P5 | 4:14:26 PM 9/3-9/9 | MHTV1201H | | | \$50.00 |
| 202477 | 11716 | 09/03/12 | :30 | P5 | 4:15:11 PM 9/3-9/9 | MHTV1201H | | | \$50.00 |
| 202477 | 11716 | 09/06/12 | :30 | P5 | 4:46:33 PM 9/3-9/9 | | | | \$50.00 |

\$250.00

\$250.00

Line: 4

Time Period: 5p-530p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|----------|--|--|----------|
| 202477 | 11716 | 09/07/12 | :30 | P5 | 5:06:48 PM 9/3-9/9 | | | | \$100.00 |
| 202477 | 11716 | 09/06/12 | :30 | P5 | 5:15:56 PM 9/3-9/9 | | | | \$100.00 |
| 202477 | 11716 | 09/05/12 | :30 | P5 | 5:15:41 PM 9/3-9/9 | | | | \$100.00 |
| 202477 | 11716 | 09/03/12 | :30 | P5 | 5:15:56 PM 9/3-9/9 | MHTV1202 | | | \$100.00 |
| 202477 | 11716 | 09/04/12 | :30 | P5 | 5:14:56 PM 9/3-9/9 | MHTV1202 | | | \$100.00 |

\$500.00

\$500.00

Line: 5

Time Period: 530p-6p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|----------|--|--|----------|
| 202477 | 11716 | 09/06/12 | :30 | P5 | 5:43:11 PM 9/3-9/9 | | | | \$150.00 |
| 202477 | 11716 | 09/04/12 | :30 | P5 | 5:44:12 PM 9/3-9/9 | MHTV1202 | | | \$150.00 |

\$300.00

\$300.00

Line: 6

Time Period: 630p-7p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|----------|--|--|----------|
| 202477 | 11716 | 09/03/12 | :30 | P4 | 6:38:58 PM 9/3-9/9 | MHTV1202 | | | \$200.00 |
| 202477 | 11716 | 09/05/12 | :30 | P4 | 6:38:28 PM 9/3-9/9 | | | | \$200.00 |
| 202477 | 11716 | 09/04/12 | :30 | P4 | 6:48:46 PM 9/3-9/9 | MHTV1202 | | | \$200.00 |
| 202477 | 11716 | 09/07/12 | :30 | P4 | 6:48:31 PM 9/3-9/9 | | | | \$200.00 |
| 202477 | 11716 | 09/06/12 | :30 | P4 | 6:38:43 PM 9/3-9/9 | | | | \$200.00 |

\$1,000.00

\$1,000.00

Line: 7

Time Period: 7p-8p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|----------|--|--|----------|
| 202477 | 11716 | 09/03/12 | :30 | P5 | 7:19:15 PM 9/3-9/9 | MHTV1202 | | | \$700.00 |
|--------|-------|----------|-----|----|--------------------|----------|--|--|----------|

\$700.00

\$700.00

Line: 8

Time Period: 8p-9p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|-----------|--|--|----------|
| 202477 | 11716 | 09/03/12 | :30 | P5 | 8:30:40 PM 9/3-9/9 | MHTV1201H | | | \$700.00 |
|--------|-------|----------|-----|----|--------------------|-----------|--|--|----------|

[Sorted by: Line]

Spot Manager: All, 09/03/12-09/09/12



| Order | Alt Order # | Estimate | Date | Length | Priority | Air Time | Product | Ad-ID | Rate |
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|

Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 8

Time Period: 8p-9p

| | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|----------|
| | | | | | | | | | \$700.00 |
| | | | | | | | | | \$700.00 |

Line: 9

Time Period: 8p-9p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|-----------|--|------------|
| 202477 | 11716 | 09/04/12 | :30 | P3 | | 8:15:15 PM 9/3-9/9 | MHTV1201H | | \$1,200.00 |
| | | | | | | | | | \$1,200.00 |
| | | | | | | | | | \$1,200.00 |

Line: 10

Time Period: 7p-9p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|--|--|------------|
| 202477 | 11716 | 09/05/12 | :30 | P3 | | 7:49:05 PM 9/3-9/9 | | | \$1,200.00 |
| | | | | | | | | | \$1,200.00 |
| | | | | | | | | | \$1,200.00 |

Line: 11

Time Period: 7p-8p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|--|--|----------|
| 202477 | 11716 | 09/06/12 | :30 | P5 | | 6:58:45 PM 9/3-9/9 | | | \$700.00 |
| | | | | | | | | | \$700.00 |
| | | | | | | | | | \$700.00 |

Line: 12

Time Period: 8p-9p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|--|--|----------|
| 202477 | 11716 | 09/07/12 | :30 | P3 | | 8:31:10 PM 9/3-9/9 | | | \$500.00 |
| | | | | | | | | | \$500.00 |
| | | | | | | | | | \$500.00 |

Line: 13

Time Period: 9p-930p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|----------|--|------------|
| 202477 | 11716 | 09/03/12 | :30 | P5 | | 9:18:37 PM 9/3-9/9 | MHTV1202 | | \$400.00 |
| 202477 | 11716 | 09/04/12 | :30 | P5 | | 9:09:01 PM 9/3-9/9 | MHTV1202 | | \$400.00 |
| 202477 | 11716 | 09/06/12 | :30 | P5 | | 9:09:16 PM 9/3-9/9 | | | \$400.00 |
| 202477 | 11716 | 09/07/12 | :30 | P5 | | 9:08:01 PM 9/3-9/9 | | | \$400.00 |
| 202477 | 11716 | 09/05/12 | :30 | P5 | | 9:09:16 PM 9/3-9/9 | | | \$400.00 |
| | | | | | | | | | \$2,000.00 |
| | | | | | | | | | \$2,000.00 |

Line: 14

Time Period: 930p-10p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|----------|--|------------|
| 202477 | 11716 | 09/06/12 | :30 | P5 | | 9:56:50 PM 9/3-9/9 | | | \$300.00 |
| 202477 | 11716 | 09/03/12 | :30 | P5 | | 9:38:56 PM 9/3-9/9 | MHTV1202 | | \$300.00 |
| 202477 | 11716 | 09/04/12 | :30 | P5 | | 9:48:42 PM 9/3-9/9 | MHTV1202 | | \$300.00 |
| 202477 | 11716 | 09/07/12 | :30 | P5 | | 9:47:27 PM 9/3-9/9 | | | \$300.00 |
| 202477 | 11716 | 09/05/12 | :30 | P5 | | 9:46:12 PM 9/3-9/9 | | | \$300.00 |
| | | | | | | | | | \$1,500.00 |
| | | | | | | | | | \$1,500.00 |

Line: 15

Time Period: 9p-930p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|--|--|----------|
| 202477 | 11716 | 09/08/12 | :30 | P5 | | 9:08:20 PM 9/3-9/9 | | | \$275.00 |
| | | | | | | | | | \$275.00 |
| | | | | | | | | | \$275.00 |

Line: 16

Time Period: 930p-10p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--|--------------------|--|--|----------|
| 202477 | 11716 | 09/08/12 | :30 | P5 | | 9:47:57 PM 9/3-9/9 | | | \$250.00 |
| | | | | | | | | | \$250.00 |
| | | | | | | | | | \$250.00 |

Line: 17

Time Period: 930p-10p

[Sorted by: Line]

Spot Manager: All, 09/03/12-09/09/12

09/03/12-09/09/12

| Order | Alt Order # | Estimate | Date | Length | Priority | Air Time | Product | Ad-ID | Rate |
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|
|-------|-------------|----------|------|--------|----------|----------|---------|-------|------|

Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 17

Time Period: 930p-10p

| | | | | | | | | | |
|--------|-------|----------|-----|----|--------------------|--|--|--|-------------|
| 202477 | 11716 | 09/09/12 | :30 | P5 | 9:46:57 PM 9/3-9/9 | | | | \$275.00 |
| | | | | | | | | | \$275.00 |
| | | | | | | | | | \$275.00 |
| | | | | | | | | | \$11,660.00 |
| | | | | | | | | | \$11,660.00 |
| | | | | | | | | | \$11,660.00 |
| | | | | | | | | | \$11,660.00 |

[Sorted by: Line]